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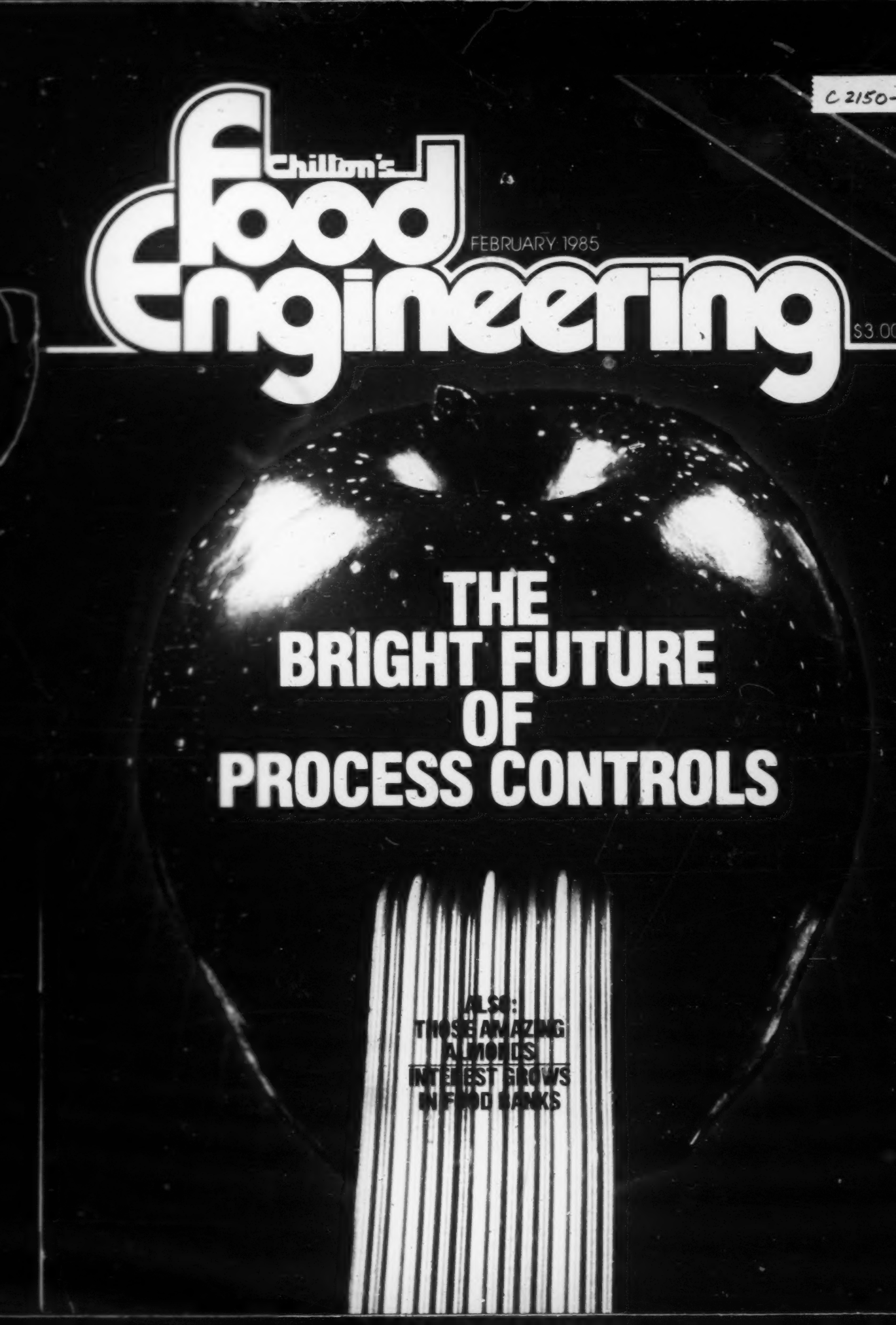

THE BRIGHT FUTURE OF PROCESS CONTROLS

ALSO:
THOSE AMAZING ALMONDS
INTEREST GROWS IN FOOD BANKS

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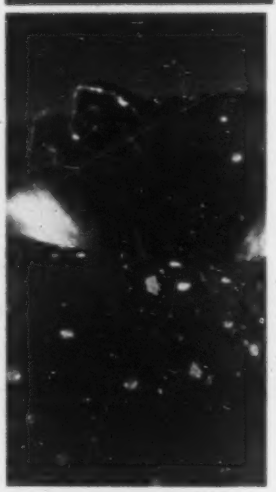

ABOUT THE COVER

Food companies have taken a shine to process controls, but they want simplicity, not "bells and whistles." Find out what else lights up food companies in a collection of stories that show what process control really offer. *Thanks to AMP, Inc., Harrisburg, Pa. for contribution to cover photo.*

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The fervor between consumer groups, physicians and the industry over fat and cholesterol in foods is coming to a head. Attention is now turning to FDA's response.

23 Japanese efficiency techniques
A New Jersey food industry consultant says U.S. food processors could greatly increase their efficiency by applying Japanese management techniques to their own corporate system.

30 Campbell's growth strategy
Campbell Soup Co.'s long-term growth will come from new products and new technology, Campbell vice president/finance Richard J. Censits told a group of Chicago investment analysts.

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FROZEN CROISSANTS: Vie de France is entering the frozen croissant market and supporting the introduction with a $2 million advertising campaign. **PAGE 37**

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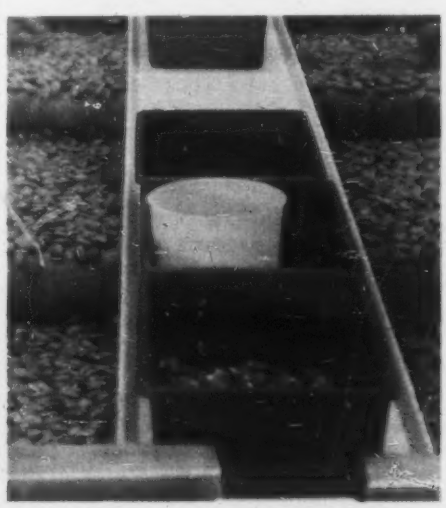
This cooperative sparkles with both production and marketing innovations. California Almond Growers' Exchange is showing America just how versatile the almond can really be.

92 The Growing Food Bank Network
Second Harvest food banks are experiencing tremendous growth, thanks to an increasing emphasis on quality control.

96 Is Vitamin Fortifying Necessary?
Vitamin fortification promises to become a major player in 1985 health and nutrition issues. One question: When do we have enough?



ALMONDS: 2 million pounds of almonds per day, the bulk of California's almond crop, will be processed by California Almond Growers Exchange. **PAGE 88**

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54 What's C.A.P.?
The acronym above stands for Controlled Atmosphere Packaging. But what can it do for you?

59 Future-Pak '84
The Future-Pak conference, held in Atlanta, was well worth attending. Here's a synopsis of several of the key presentations.

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Stronger, lighter, more insulating than corrugated, the first applications are for fresh iced seafood and frozen foods.

67 High Barrier
Multilayer plastic containers are replacing glass in ketchup and sauce packaging. But their ultimate target is the metal-can market.

71 Display Case
By simply pulling a tear tape, the entire cover of the case is removed, leaving a tray with side walls to display the product.

74 Be Informed!
In early December of last year, speakers from all over the world presented papers on the very latest packaging innovations at this Atlanta conference.

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C.A.P.: With little fanfare, a number of well-known American firms are actively developing controlled atmosphere packaging for certain products. **PAGE 54**

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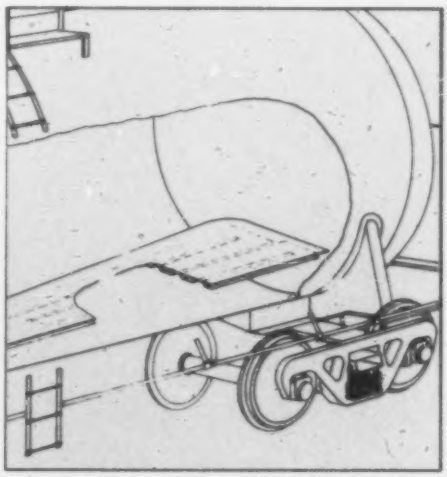
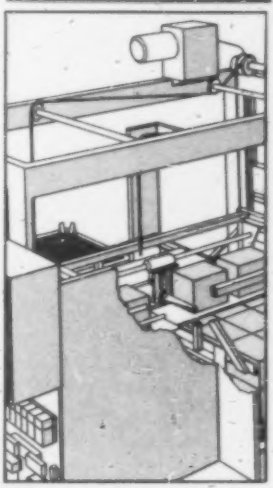


RAILCAR RETROFITS: An interior heating plate uniformly heats and agitates such commodities as corn sweeteners for faster unloading. **PAGE 102**



Special Emphasis

HANDLING & DISTRIBUTION

Special focus is given to Handling & Distribution equipment in this month's new product section.

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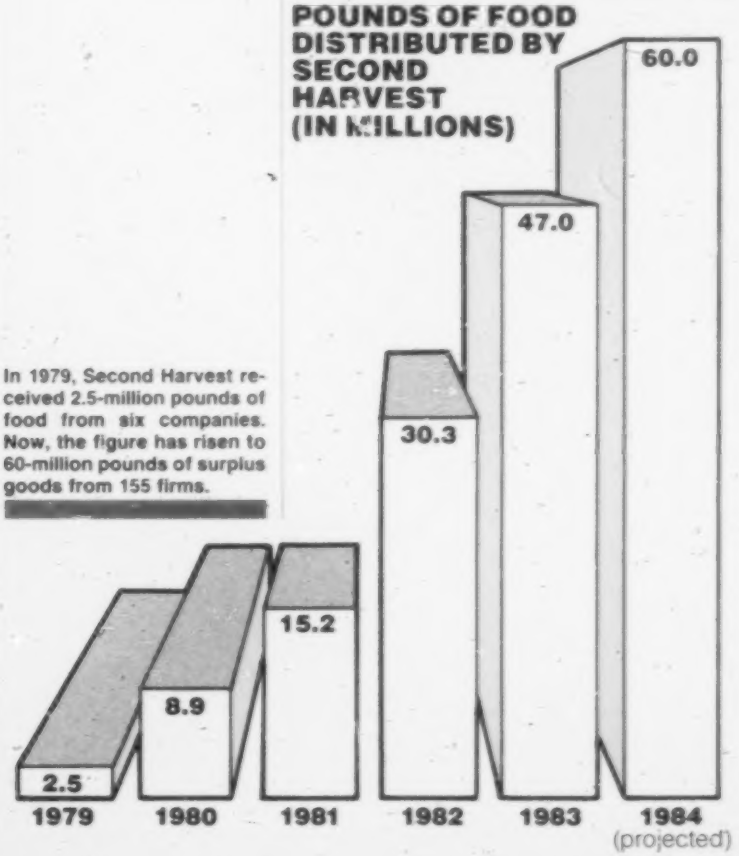
THE GROWING FOOD BANK NETWORK

Second Harvest food banks are experiencing tremendous growth, thanks to an increasing emphasis on quality control.

Through sound food handling practices and increased quality control efforts, Second Harvest food banks—distributors of surplus food to charities—have mounted the ladder of success. In 1984, the non-profit corporate network solicited and distributed 60-million tons of surplus food to the hungry.



In 1979, Second Harvest received 2.5-million pounds of food from six companies. Now, the figure has risen to 60-million pounds of surplus goods from 155 firms.

But they couldn't have done it without the support of the food industry. Food manufacturers are not only adapting "good neighbor" policies by donating 'unsaleable' food products to nationwide Second Harvest Food Banks, but they have become a lifeline to America's needy.

Second Harvest's member food companies have increased food donations considerably since conception of the food banks in 1979, and they have offered funds and volunteer manpower as well. As it stands now, 45 percent of all Second Harvest funding comes from industry. It's the member food companies that make up much of Second Harvest's local boards of directors, too. And it is employees from food firms that have volunteered to carry through annual quality control checks on the food banks, under a program just initiated by General Mills.

The quality control program, under the auspices of the Grocery Manufacturers of America, involves a regular warehouse inspection of each food bank by a volunteer quality control employee from a food firm. Upon each inspection, the volunteer gives advice to food bank operators on food handling procedures and answers technical questions. "What we're doing is building relationships with our donors," says Director of Marketing for Second Harvest William G. Ewing.

Food bank criteria

The Second Harvest network has also established the following criteria which must be met in order to be a member of the food bank chain.

- The bank must occupy an operating warehouse with at least 10,000 square feet. A loading dock is essential.
- Full-time warehouse management is emphasized. This helps to assure correct handling and inventory of food products. Training bulletins are also given to management that help educate them in the areas of safety, pest control, food solicitation, planning, and food bank/charitable agency relations.
- Each bank must have a tracking system, keep accounting records, and must be audited once a year. Record-keeping systems are automated, enabling Second Harvest to have up-to-date product information on hand. These reporting systems also help to maintain tight controls over where and when donations are distributed, says Ewing, preventing any possible leakage into secondary markets.
- All banks must maintain local health codes.
- On-site, walk-in freezer/refrigerator storage is a must, adds Ewing. And each bank must have adequate off-site freezer/refrigerator storage space for overflow donations.
- Product liability insurance and tax-exempt

status is another must.

- Each food bank must have been collecting and distributing food for six months before applying for membership in Second Harvest.

"We have been tightening and strengthening our certification requirements," adds Ewing. "If a food bank doesn't meet our set of requirements, it cannot become a member of Second Harvest."

Another major improvement the food banks have made recently, according to Ewing, is the "complete donation program." Second Harvest will work with food firms to develop donation programs specific to inventory requirements. Each bank will follow instructions from the donating company. A donor may, for instance, set time restrictions on the distribution of their product due to shelf life of the food. Special requirements will be met, says Ewing.

As of now, there are 117 Second Harvest food banks nationwide—75 are already up and running, and the rest are in the planning stage. "This network provides a valuable link between cities," says Second Harvest, "permitting food to be transferred from one food bank to another. As a result, food can be distributed where needed, avoiding long-term inventory and overcrowding at any site."

Advantages to you

Donors can take advantage of the Tax Reform Act, passed in 1976, upon making donations. Qualified corporations can deduct certain costs on inventory items donated to organizations under this law, but Second Harvest recommends that donations be reviewed by tax, legal and accounting departments.

The "Good Sam Act," now in effect in 49 states, states that food companies cannot be held responsible for food after it has been donated, as long as the company has made every possible determination to prove that the food is edible and fit for human consumption.

The biggest—and most rewarding—advantage to food firms joining Second Harvest, however, is an 'intangible' one, according to Second Harvest. "It is an excellent way to be a good corporate citizen," says Linda Takayama of the Grocery Manufacturers of America.

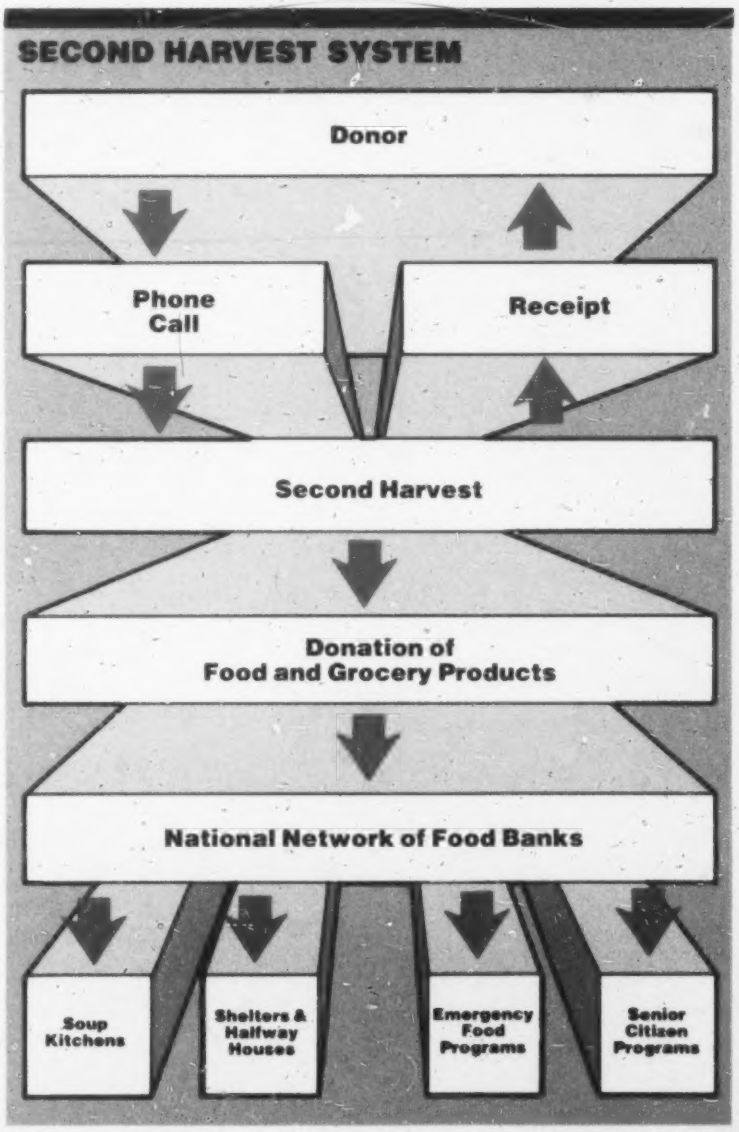
"Membership demonstrates that the donor realizes and accepts its responsibility to community welfare. Participating in the Second Harvest Network fosters better corporate/employee relations....and these benefits extend to the company's national audiences and the local communities in which the employees live," says Second Harvest.

Second Harvest's reputation is backed by food donors and financial contributors, as well. "Working with Second Harvest is good business," comments Bruce Atwater, Chairman and CEO of General Mills, Inc.

"When our food is distributed by Second Harvest, we are assured that it receives quality care consistent with our own standards and practices. Their firm commitment to food warehousing procedures is respected in the food industry," emphasizes John Nelson, vice president of quality assurance, Kraft, Inc.

"Few organizations have the ability of Second Harvest to blend care and concern for the needy with an expertise for running cost-effective programs," adds James L. Dutt, Chairman of the board and CEO, Beatrice.

Though the picture is bright, it will be a long time before supply of donated food exceeds demand. Second Harvest needs your help. For further information, contact William G. Ewing, Director of Marketing, Second Harvest National Food Bank Network, 5213 Fairlawn Ave., Baltimore, Md. 21215 (301) 578-1414.



Donors need only make one call to Second Harvest to begin the redistribution process (shown). Or, if preferred, donors may deal directly with local food banks.